



November 30, 2011
Eric Christianson
Thomas Lund
ALRC, City of Madison

ALRC Committee Members,

The Orchard Ridge Neighborhood Association is writing in support of the positions of Alder Solomon, Madison Police, and the Dunn's Marsh and Allied Drive Neighborhood Associations on a license for a liquor store in the Madison Plaza, in the location of the previous tenant, Dream Bicycles.

The Orchard Ridge Board will support only those businesses and establishments in the Madison Plaza that can have a positive impact on the residents there. We do not see that another liquor store in the neighborhood can have but a negative effect.

It is a guiding principle of Orchard Ridge, that we will tend to support changes that have a positive impact on our neighborhood residents and others around us, and oppose changes that have or will likely have negative impacts on our neighborhood residents and others around us. It is a guiding principle, however, that often does require us to balance seemingly competing interests.

However, in the case of the proposal before the ALRC today, we do not see any important balancing interest that we need consider.

Thus, we respectfully, oppose the granting of a license to establish a liquor store in the Madison Plaza.

Sincerely yours,

Lawrence Winkler, President
Orchard Ridge Neighborhood Assoc